**Ideation Phase**

**Empathize & Discover**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID35409 |
| Project Name | HematoVision: Advanced Blood Cell Classification Using Transfer Learning |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**Target User:** Patient (individual using HematoVision for blood cell analysis)

**1. Says**

* "I want a quick way to analyze my blood reports without visiting a lab."
* "I need to know what kind of blood cell disorder I might have."
* "I’m worried about the accuracy of automated systems."

**2. Thinks**

* "Will this system be accurate enough?"
* "Is my data safe and confidential?"
* "Can I use this without needing medical knowledge?"

**3. Does**

* Uploads blood smear images through phone or desktop.
* Checks the result on the dashboard.
* Shares reports with doctors if needed.

**4. Feels**

* Anxious about health condition.
* Hopeful for quick diagnosis.
* Relieved if the system is easy to use and gives clear results.

**5. Pains**

* Lack of access to diagnostic centers.
* Long waiting times for lab results.
* Expensive tests and medical appointments.

**6. Gains**

* Fast, automated preliminary analysis.
* Accessible from remote locations.
* Easy-to-understand results with minimal medical knowledge.